



www.thebostonchannel.com

**WCVB**  
**5 TV Place**  
**Needham, MA 02492**  
**Main: (781)449-0400**  
**Billing: (781)433-4283**

Billing Address:

**GMMB**  
**Attention: Accounts Payable**  
**3050 K St, NW**  
**Washington, DC 20007**

Send Payment To:

**WCVB**  
**P.O. Box 26874**  
**Lehigh Valley, PA 18002-6874**

# DUPLICATE INVOICE

| Invoice # | Invoice Date | Invoice Month | Invoice Period      |
|-----------|--------------|---------------|---------------------|
| 968000-1  | 11/11/12     | November 2012 | 10/29/12 - 11/05/12 |

| Station | Account Executive | Sales Office | Sales Region |
|---------|-------------------|--------------|--------------|
| WCVB    | Scott Tarka       | Boston       | Local        |

| Advertiser        | Product          | Estimate Number |
|-------------------|------------------|-----------------|
| Obama/D/President | Candidate Orders | 1904            |

| Flight Dates        | Order # | Alt Order # |
|---------------------|---------|-------------|
| 10/30/12 - 11/05/12 | 968000  |             |

| Billing Calendar | Billing Type | Deal # |
|------------------|--------------|--------|
| Broadcast        | Cash         |        |

| Special Handling |
|------------------|
|                  |

| IDB #   | Advertiser Code | Product Code |
|---------|-----------------|--------------|
| 9912856 | 95              | 101          |

| Agency Ref | Advertiser Ref |
|------------|----------------|
|            |                |

| Line   | Start Date        | End Date        | Description               | Start/End Time    | MTWTFSS                   | Length         | Spots/<br>Week | Rate       | Type        |
|--|-------------------|-----------------|---------------------------|-------------------|---------------------------|----------------|----------------|------------|-------------|
| 1  | 10/30/12          | 11/04/12        | 6a Eyeopener              | 558-7a            | - TWTF - -                | :30            | 1              | \$900.00   | NM          |
| Class of Time - Immediately Pre-emptible without notice      |                   |                 |                           |                   |                           |                |                |            |             |
| Weeks:   | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>            | <u>Spots/Week</u> | <u>Rate</u>               |                |                |            |             |
|  | 10/30/12          | 11/05/12        | - TWTF - -                | 1                 | \$900.00                  |                |                |            |             |
| Spots: #   | Ch                | Day             | Air Date                  | Air Time          | Description               | Start/End Time | Length         | Ad-ID      | Rate Type   |
| 1  | WCVB              | Tu              | 10/30/12                  | 6:12 AM           | 6a Eyeopener              | 558-7a         | :30            | 0FA12D148H | \$900.00 NM |
| 2  | 10/30/12          | 11/04/12        | Good Morning America      | 658-9a            | - TWTF - -                | :30            | 2              | \$800.00   | NM          |
| Class of Time - Immediately Pre-emptible without notice      |                   |                 |                           |                   |                           |                |                |            |             |
| Weeks:   | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>            | <u>Spots/Week</u> | <u>Rate</u>               |                |                |            |             |
|  | 10/30/12          | 11/05/12        | - TWTF - -                | 2                 | \$800.00                  |                |                |            |             |
| Spots: #   | Ch                | Day             | Air Date                  | Air Time          | Description               | Start/End Time | Length         | Ad-ID      | Rate Type   |
| 2  | WCVB              | Tu              | 10/30/12                  | 7:55 AM           | Good Morning America      | 658-9a         | :30            | 0FA12D148H | \$800.00 NM |
| 1  | WCVB              | W               | 10/31/12                  | 7:48 AM           | Good Morning America      | 658-9a         | :30            | 0FA12D148H | \$800.00 NM |
| 3  | 10/30/12          | 11/04/12        | Weekend GMA               | 7-8a              | - - - - - SS              | :30            | 2              | \$600.00   | NM          |
| Class of Time - Pre-emptible with notice                     |                   |                 |                           |                   |                           |                |                |            |             |
| Weeks:   | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>            | <u>Spots/Week</u> | <u>Rate</u>               |                |                |            |             |
|  | 10/30/12          | 11/05/12        | - - - - - SS              | 2                 | \$600.00                  |                |                |            |             |
| Spots: #   | Ch                | Day             | Air Date                  | Air Time          | Description               | Start/End Time | Length         | Ad-ID      | Rate Type   |
| 1  | WCVB              | Sa              | 11/03/12                  | 7:59 AM           | Weekend GMA               | 7-8a           | :30            | 0FA12D148H | \$600.00 NM |
| 2  | WCVB              | Su              | 11/04/12                  | 7:30 AM           | Weekend GMA               | 7-8a           | :30            | 0FA12D148H | \$600.00 NM |
| 4  | 10/30/12          | 11/04/12        | LIVE WITH KELLY & MICHAEL | 9A-10A            | - TWTF - -                | :30            | 2              | \$500.00   | NM          |
| Class of Time - Pre-emptible with notice                     |                   |                 |                           |                   |                           |                |                |            |             |
| Weeks:   | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>            | <u>Spots/Week</u> | <u>Rate</u>               |                |                |            |             |
|  | 10/30/12          | 11/05/12        | - TWTF - -                | 2                 | \$500.00                  |                |                |            |             |
| Spots: #   | Ch                | Day             | Air Date                  | Air Time          | Description               | Start/End Time | Length         | Ad-ID      | Rate Type   |
| 1  | WCVB              | Tu              | 10/30/12                  | 9:49 AM           | LIVE WITH KELLY & MICHAEL | 9A-10A         | :30            | 0FA12D148H | \$500.00 NM |
| 2  | WCVB              | W               | 10/31/12                  | 9:50 AM           | LIVE WITH KELLY & MICHAEL | 9A-10A         | :30            | 0FA12D148H | \$500.00 NM |
| 5  | 10/30/12          | 11/04/12        | STEVE HARVEY DAY          | 10-11a            | - TWTF - -                | :30            | 2              | \$150.00   | NM          |
| Class of Time- Immediately Pre-emptible No Makegood Required |                   |                 |                           |                   |                           |                |                |            |             |
| Weeks:   | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>            | <u>Spots/Week</u> | <u>Rate</u>               |                |                |            |             |
|  | 10/30/12          | 11/05/12        | - TWTF - -                | 2                 | \$150.00                  |                |                |            |             |
| Spots: #   | Ch                | Day             | Air Date                  | Air Time          | Description               | Start/End Time | Length         | Ad-ID      | Rate Type   |
| 1  | WCVB              | Tu              | 10/30/12                  | 10:48 AM          | STEVE HARVEY DAY          | 10-11a         | :30            | 0FA12D148H | \$150.00 NM |
| 2  | WCVB              | W               | 10/31/12                  | 10:55 AM          | STEVE HARVEY DAY          | 10-11a         | :30            | 0FA12D148H | \$150.00 NM |
| 6  | 10/30/12          | 11/04/12        | The View                  | 1058-12n          | - TWTF - -                | :30            | 1              | \$1,200.00 | NM          |



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**P.O. Box 26874**  
**Lehigh Valley, PA 18002-6874**

# DUPLICATE INVOICE

|                   |                  |                 |                     |
|-------------------|------------------|-----------------|---------------------|
| Invoice #         | Invoice Date     | Invoice Month   | Invoice Period      |
| 968000-1          | 11/11/12         | November 2012   | 10/29/12 - 11/05/12 |
| Advertiser        | Product          | Estimate Number |                     |
| Obama/D/President | Candidate Orders | 1904            |                     |

| Line  | Start Date        | End Date        | Description        | Start/End Time    | MTWTFSS            | Length         | Spots/<br>Week | Rate       | Type          |
|---|-------------------|-----------------|--------------------|-------------------|--------------------|----------------|----------------|------------|---------------|
| Class of Time - Fixed Non Pre-emptible                  |                   |                 |                    |                   |                    |                |                |            |               |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>     | <u>Spots/Week</u> | <u>Rate</u>        |                |                |            |               |
|   | 10/30/12          | 11/05/12        | - TWTF - -         | 1                 | \$1,200.00         |                |                |            |               |
| Spots: #  | Ch                | Day             | Air Date           | Air Time          | Description        | Start/End Time | Length         | Ad-ID      | Rate Type     |
| 2   | WCVB              | W               | 10/31/12           | 11:34 AM          | The View           | 1058-12n       | :30            | 0FA12D148H | \$1,200.00 NM |
| 7   | 10/30/12          | 11/04/12        | Midday News        | 1158a-1230p       | - TWTF - -         | :30            | 1              | \$400.00   | NM            |
| Class of Time - Immediately Pre-emptible without notice |                   |                 |                    |                   |                    |                |                |            |               |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>     | <u>Spots/Week</u> | <u>Rate</u>        |                |                |            |               |
|   | 10/30/12          | 11/05/12        | - TWTF - -         | 1                 | \$400.00           |                |                |            |               |
| Spots: #  | Ch                | Day             | Air Date           | Air Time          | Description        | Start/End Time | Length         | Ad-ID      | Rate Type     |
| 1   | WCVB              | Th              | 11/01/12           | 12:24 PM          | Midday News        | 1158a-1230p    | :30            | 0FA12D148H | \$400.00 NM   |
| 8   | 10/30/12          | 11/04/12        | Millionaire        | 1228-1p           | - TWTF - -         | :30            | 1              | \$500.00   | NM            |
| Class of Time - Pre-emptible with notice                |                   |                 |                    |                   |                    |                |                |            |               |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>     | <u>Spots/Week</u> | <u>Rate</u>        |                |                |            |               |
|   | 10/30/12          | 11/05/12        | - TWTF - -         | 1                 | \$500.00           |                |                |            |               |
| Spots: #  | Ch                | Day             | Air Date           | Air Time          | Description        | Start/End Time | Length         | Ad-ID      | Rate Type     |
| 1   | WCVB              | W               | 10/31/12           | 12:48 PM          | Millionaire        | 1228-1p        | :30            | 0FA12D148H | \$500.00 NM   |
| 9   | 10/30/12          | 11/04/12        | The Chew           | 1-2p              | - TWTF - -         | :30            | 2              | \$900.00   | NM            |
| Class of Time - Fixed Non Pre-emptible                  |                   |                 |                    |                   |                    |                |                |            |               |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>     | <u>Spots/Week</u> | <u>Rate</u>        |                |                |            |               |
|   | 10/30/12          | 11/05/12        | - TWTF - -         | 2                 | \$900.00           |                |                |            |               |
| Spots: #  | Ch                | Day             | Air Date           | Air Time          | Description        | Start/End Time | Length         | Ad-ID      | Rate Type     |
| 4   | WCVB              | Tu              | 10/30/12           | 1:30 PM           | The Chew           | 1-2p           | :30            | 0FA12D148H | \$900.00 NM   |
| 5   | WCVB              | W               | 10/31/12           | 1:33 PM           | The Chew           | 1-2p           | :30            | 0FA12D148H | \$900.00 NM   |
| 10  | 10/30/12          | 11/04/12        | GENERAL HOSPITAL   | ABC SOAPS ROTA    | - TWTF - -         | :30            | 1              | \$1,200.00 | NM            |
| Class of Time - Fixed Non Pre-emptible                  |                   |                 |                    |                   |                    |                |                |            |               |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>     | <u>Spots/Week</u> | <u>Rate</u>        |                |                |            |               |
|   | 10/30/12          | 11/05/12        | - TWTF - -         | 1                 | \$1,200.00         |                |                |            |               |
| Spots: #  | Ch                | Day             | Air Date           | Air Time          | Description        | Start/End Time | Length         | Ad-ID      | Rate Type     |
| 1   | WCVB              | Tu              | 10/30/12           | 2:24 PM           | GENERAL HOSPITAL   | ABC SOAPS ROTA | :30            | 0FA12D148H | \$1,200.00 NM |
| 11  | 10/30/12          | 11/04/12        | KATIE COURIC DAY   | 3-4p              | - TWTF - -         | :30            | 2              | \$600.00   | NM            |
| Class of Time - Pre-emptible with notice                |                   |                 |                    |                   |                    |                |                |            |               |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>     | <u>Spots/Week</u> | <u>Rate</u>        |                |                |            |               |
|   | 10/30/12          | 11/05/12        | - TWTF - -         | 2                 | \$600.00           |                |                |            |               |
| Spots: #  | Ch                | Day             | Air Date           | Air Time          | Description        | Start/End Time | Length         | Ad-ID      | Rate Type     |
| 1   | WCVB              | Tu              | 10/30/12           | 3:46 PM           | KATIE COURIC DAY   | 3-4p           | :30            | 0FA12D148H | \$600.00 NM   |
| 2   | WCVB              | W               | 10/31/12           | 3:46 PM           | KATIE COURIC DAY   | 3-4p           | :30            | 0FA12D148H | \$600.00 NM   |
| 12  | 10/30/12          | 11/04/12        | ELLEN EF           | 4P-5P             | - TWTF - -         | :30            | 2              | \$1,200.00 | NM            |
| Class of Time - Pre-emptible with notice                |                   |                 |                    |                   |                    |                |                |            |               |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>     | <u>Spots/Week</u> | <u>Rate</u>        |                |                |            |               |
|   | 10/30/12          | 11/05/12        | - TWTF - -         | 2                 | \$1,200.00         |                |                |            |               |
| Spots: #  | Ch                | Day             | Air Date           | Air Time          | Description        | Start/End Time | Length         | Ad-ID      | Rate Type     |
| 3   | WCVB              | Th              | 11/01/12           | 4:31 PM           | ELLEN EF           | 4P-5P          | :30            | 0FA12D148H | \$1,200.00 NM |
| 2   | WCVB              | F               | 11/02/12           | 4:47 PM           | ELLEN EF           | 4P-5P          | :30            | 0FA12D148H | \$1,200.00 NM |
| 13  | 10/30/12          | 11/04/12        | M-F Inside Edition | 658-730p          | - TWTF - -         | :30            | 1              | \$1,500.00 | NM            |
| Class of Time - Pre-emptible with notice                |                   |                 |                    |                   |                    |                |                |            |               |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>     | <u>Spots/Week</u> | <u>Rate</u>        |                |                |            |               |
|   | 10/30/12          | 11/05/12        | - TWTF - -         | 1                 | \$1,500.00         |                |                |            |               |
| Spots: #  | Ch                | Day             | Air Date           | Air Time          | Description        | Start/End Time | Length         | Ad-ID      | Rate Type     |
| 1   | WCVB              | W               | 10/31/12           | 7:21 PM           | M-F Inside Edition | 658-730p       | :30            | 0FA12D148H | \$1,500.00 NM |
| 14  | 10/30/12          | 11/04/12        | Chronicle          | 728-8p            | - TWTF - -         | :30            | 2              | \$1,500.00 | NM            |
| Class of Time - Pre-emptible with notice                |                   |                 |                    |                   |                    |                |                |            |               |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>     | <u>Spots/Week</u> | <u>Rate</u>        |                |                |            |               |

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



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**WCVB**  
**P.O. Box 26874**  
**Lehigh Valley, PA 18002-6874**

# DUPLICATE INVOICE

| Invoice #         | Invoice Date     | Invoice Month   | Invoice Period      |
|-------------------|------------------|-----------------|---------------------|
| 968000-1          | 11/11/12         | November 2012   | 10/29/12 - 11/05/12 |
| Advertiser        | Product          | Estimate Number |                     |
| Obama/D/President | Candidate Orders | 1904            |                     |

| Line        | Start Date | End Date | Description   | Start/End Time | MTWTFSS     | Length         | Spots/<br>Week | Rate       | Type                     |
|-------------|------------|----------|---|----------------|-------------|----------------|----------------|------------|--------------------------|
| 14          | 10/30/12   | 11/04/12 | Chronicle<br>Class of Time - Pre-emptible with notice | 728-8p         | - TWTF - -  | :30            | 2              | \$1,500.00 | NM                       |
|             |            |          |   |                |             |                |                |            |                          |
|             | 10/30/12   | 11/05/12 | - TWTF - -  | 2              | \$1,500.00  |                |                |            |                          |
| Spots: #    | Ch         | Day      | Air Date  | Air Time       | Description | Start/End Time | Length         | Ad-ID      | Rate Type                |
| 2           | WCVB       | W        | 10/31/12  | 7:43 PM        | Chronicle   | 728-8p         | :30            | 0FA12D148H | \$1,500.00 NM            |
| 1           | WCVB       | Th       | 11/01/12  | 7:37 PM        | Chronicle   | 728-8p         | :30            | 0FA12D148H | \$1,500.00 NM            |
|             |            |          |   |                |             |                |                |            |                          |
| 15          | 11/05/12   | 11/05/12 | The View<br>Class of Time - Fixed Non Pre-emptible    | 1058-12n       | M- - - - -  | :30            | 1              | \$1,200.00 | NM                       |
|             |            |          |   |                |             |                |                |            |                          |
| Weeks:      | Start Date | End Date | MTWTFSS   | Spots/Week     | Rate        |                |                |            |                          |
|             | 10/30/12   | 11/05/12 | M- - - - -  | 1              | \$1,200.00  |                |                |            |                          |
| Spots: #    | Ch         | Day      | Air Date  | Air Time       | Description | Start/End Time | Length         | Ad-ID      | Rate Type                |
| 1           | WCVB       | M        | 11/05/12  | 11:59 AM       | The View    | 1058-12n       | :30            | 0FA12D148H | \$1,200.00 NM            |
|             |            |          |   |                |             |                |                |            |                          |
| 16          | 11/05/12   | 11/05/12 | The Chew<br>Class of Time - Fixed Non Pre-emptible    | 1-2p           | M- - - - -  | :30            | 1              | \$900.00   | NM                       |
|             |            |          |   |                |             |                |                |            |                          |
| Weeks:      | Start Date | End Date | MTWTFSS   | Spots/Week     | Rate        |                |                |            |                          |
|             | 10/30/12   | 11/05/12 | M- - - - -  | 1              | \$900.00    |                |                |            |                          |
| Spots: #    | Ch         | Day      | Air Date  | Air Time       | Description | Start/End Time | Length         | Ad-ID      | Rate Type                |
| 1           | WCVB       | M        | 11/05/12  | 1:33 PM        | The Chew    | 1-2p           | :30            | 0FA12D148H | \$900.00 NM              |
|             |            |          |   |                |             |                |                |            |                          |
| 17          | 11/05/12   | 11/05/12 | ELLEN EF<br>Class of Time - Pre-emptible with notice  | 4P-5P          | M- - - - -  | :30            | 1              | \$1,200.00 | NM                       |
|             |            |          |   |                |             |                |                |            |                          |
| Weeks:      | Start Date | End Date | MTWTFSS   | Spots/Week     | Rate        |                |                |            |                          |
|             | 10/30/12   | 11/05/12 | M- - - - -  | 1              | \$1,200.00  |                |                |            |                          |
| Spots: #    | Ch         | Day      | Air Date  | Air Time       | Description | Start/End Time | Length         | Ad-ID      | Rate Type                |
| 1           | WCVB       | M        | 11/05/12  | 4:47 PM        | ELLEN EF    | 4P-5P          | :30            | 0FA12D148H | \$1,200.00 NM            |
|             |            |          |   |                |             |                |                |            |                          |
| 18          | 11/05/12   | 11/05/12 | Chronicle<br>Class of Time - Pre-emptible with notice | 728-8p         | M- - - - -  | :30            | 1              | \$1,500.00 | NM                       |
|             |            |          |   |                |             |                |                |            |                          |
| Weeks:      | Start Date | End Date | MTWTFSS   | Spots/Week     | Rate        |                |                |            |                          |
|             | 10/30/12   | 11/05/12 | M- - - - -  | 1              | \$1,500.00  |                |                |            |                          |
| Spots: #    | Ch         | Day      | Air Date  | Air Time       | Description | Start/End Time | Length         | Ad-ID      | Rate Type                |
| 1           | WCVB       | M        | 11/05/12  |                | Chronicle   | 728-8p         | :00            |            | <del>\$1,500.00</del> NM |
| Credited    |            |          |   |                |             |                |                |            |                          |
| Total Spots |            |          |   |                |             |                | 25             |            |                          |

## Payment Terms 30 Days

|                          |                    |
|--------------------------|--------------------|
| <u>Gross Total</u>       | <b>\$21,500.00</b> |
| <u>Agency Commission</u> | <b>\$3,225.00</b>  |
| <u>Net Amount Due</u>    | <b>\$18,275.00</b> |